

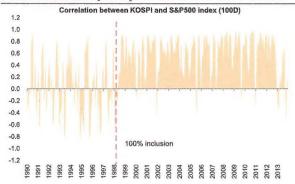
Figure 71: A-shares with the highest foreign shareholding ratios

ŧ -	Ticker	Company name	Northbound holding %	QFII holding %	Northbound + QFII holding %	A/H premium	Y	TD perf. (%)	Total mcap (Rmb bn)	Free-float mcap (Rmb bn)	Div. yield TTM	2019E P/E	Sector
00	0333.SZ	Midea Group	14%	13%	26%	-	÷	51	375	248	2.3%	16.3	Cons. Disc
00:	2008.SZ	Han's Laser Technology	16%	10%	26%	-	1	24	40	30	0.5%	24.6	LT.
30	0203.SZ	Focused Photonics	13%	7%	21%		1	(3)	11	7	2.8%	14.2	I.T.
30	0012,SZ	Centre Testing International	19%	1%	20%	-	會	67	18	14	0.3%	47.3	Industrials
600	0009.SH	Shanghai International Airport	15%	3%	17%	*	1	70	167	78	0.7%	31.7	Industrials
601	1901.SH	Founder Securities	17%	0%	17%		合	37	60	29	0.1%	39.5	Financials
601	1888.SH	China International Travel Service	12%	2%	14%	-	1	51	176	82	0.6%	38.1	Cons. Disc
600	0276.SH	Jiangsu Hengrui Medicine	12%	2%	14%	-	会	56	302	182	0.3%	56.8	Health Car
600	0690.SH	Qingdao Haier	10%	4%	14%		企	29	113	63	0.0%	13.5	Cons. Disc
600	0201.SH	Jinyu Bio-Technology	12%	1%	13%	-	1	(3)	19	16	0.0%	23.3	Health Car
600	0885.SH	Hongfa Technology	12%	1%	13%	-	-	14	19	10	1.1%	22.9	Industrials
600	0887.SH	Inner Mongolia Yili	13%	0%	13%		企	53	209	189	2.0%	29.2	Cons. Stap
600	0066.SH	Zhengzhou Yutong Bus	11%	2%	13%		金	17	30	17	7.5%	11.6	Cons. Disc
600	0298.SH	Angel Yeast	12%	1%	13%	-	1	32	27		1.1%	27.4	Cons. Stap
000	0089.SZ	Shenzhen Airport	8%	5%	13%	~	1	19	19	8	0.0%	23.8	Industrials
003	2353.SZ	Yantai Jereh Oliffield Services	11%	2%	13%		帝	61	23	11	0.5%	25.0	Energy
600	0132.SH	Chongqing Brewery	0%	12%	12%	-	4	60	23	9	1.7%	46.9	Cons. Star
000	0651.SZ	Gree Electric Appliances of Zhuhai	10%	1%	11%	-	1	66	352	254	1.0%	12.2	Cons. Disc
000	0999.SZ	China Resources Sanjiu	8%	3%	11%		1	20	29	11	0.0%	13.4	Health Car
		BTG Hotels (Group)	9%	2%	11%	-	会	21	19	9	0.6%	19.2	Cons. Disc
		Dong-E-E-Jiao	6%	5%	11%	-	1	3	27	18	2.2%	12.7	Health Car
		Venustech Group	4%	7%	11%	-	4	36	25	16	0.1%	35.8	I.T.
		Hangzhou Robam Appliances	9%	1%	10%		1	44	27	12	2.8%	16.3	Cons. Disc
		Hangzhou Tigermed Consulting	7%	3%	10%		1	81	39	24	0.5%	57.4	Health Car
		Chongging Fuling Zhacai Group	10%	0%	10%	-	4	46	25	14	0.8%	30.4	Cons. Star
		Kweichow Moutai		1%	10%		1	77	1.296	464	1.4%	30.3	Cons. Stap
		Grandblue Environment		1%	10%		4	25	13	7	1.1%	14.5	Industrials
		Yunnan Hongxiang Yixintang Pharmaceutical	10%	0%	10%	_	4	66	17		1.0%	25.1	Cons. Stap
		Baiyun International Airport		2%	9%		4	86	39		1.3%	40.2	Industrials
		Aier Eye Hospital Group		2%	9%		企	58	99	36	0.5%	73.2	Health Can
		Suofeiya Home Collection		2%	9%		合	19	18	11	2.5%	16.6	Cons. Disc
		Sichuan Swellfun	8%	1%	9%	-	T d	71	27	11	1.1%	34.9	Cons. Stap
		Hytera Communications	5%	4%	9%		业业	13	16	7	0.7%	22.7	I.T.
	0298.SZ		4%	5%	9%		业	17	7		4.5%	19.6	
		Jiangsu Hengli Hydrautic	6%	2%	9%		业	62	28	8	0.0%	22.9	Health Car Industrials
		Sanhua Intellegent Controls	8%	1%	9%	-	业业	14	30	12	2.4%	20.6	
		Anhui Conch Cement		1%	9%		中	50	222	87	4.0%	7.0	Industrials Materials
		Yunnan Baiyao	9%	0%	9%	(270)	业	17	88	27	4.1%	23.3	Health Car
		Anhui Heli	1%	8%	9%	-		17	7	4	3.5%	10.6	
		China South Publishing & Media	8%	1%	9%	-	合合	7	23	8	9.5%	16.8	Industrials Cons. Disc
		Fuyao Glass Industry Group	8%	0%	8%	8%	业	5	58	30			
		Jiangsu Yanghe Brewery Joint-Stock	7%	1%	8%	070		41	196	67	5.0%	14.2	Cons. Disc
		Tonghua Dongbao Pharmaceutical	6%	2%	8%		食	13	32	19			Cons. Stap
		Business-intelligence of Oriental Nations	2%	6%	8%	-	企	25	14		1.3%	31.9	Health Can
		Hangzhou Hikvision	7%	1%	8%	-	食	19	279	10 97	0.0%	20.6	1.T.
		Wuliangye Yibin	7%	0%	8%	-	1					20.9	I,T.
			4%			+	食	152	489	210	2.4%	28.6	Cons. Stap
		China CYTS Tours Holding		3%	8%	-	食	3	10	7	1.8%	13.9	Cons. Disc
		Jonjee Hi-Tech Industrial and Commercial Holding		0%	7%	-	1	51	35	23	0.4%	47.2	Cons. Stap
		Yifeng Pharmacy Chain	7%	0%	7%		企	72	27	10	0.4%	47,5	Cons. Stap
300	UZ65.5Z	Shandong Sinocera Functional Material	7%	0%	7%	-0	企	64	18	11	0.4%	30.7	Materials

Source: Wind Info, CICC Research; Note: Earnings forecasts based on market consensus; Northbound holdings are provided by HKEx as of June 26, 2019; QFII and RQFII holdings are based on 1Q19 company "top 10 float shareholders" disclosure, except for Han's Laser and Midea which are disclosed by the exchange (as of Apr 22, 2019)



Figure 66: The South Korean stock market became much more closely correlated with the US stock market after MSCI increased inclusion factor for South Korean stocks to 100%



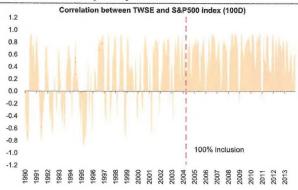
Source: Bloomberg, CICC Research

Figure 68: Samsung has been outperforming the broader market as foreign investors increased their holdings of the



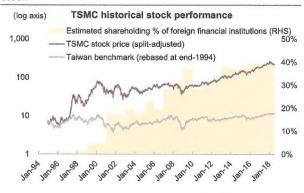
Source: Bloomberg, Thomson Reuters, CICC Research

Figure 67: The Taiwan stock market became much more closely correlated with the US stock market after MSCI increased inclusion factor for Taiwan stocks to 100%



Source: Bloomberg, CICC Research

Figure 69: TSMC has been outperforming the broader market as foreign investors increased their holdings of the stock



Source: Bloomberg, Thomson Reuters, CICC Research

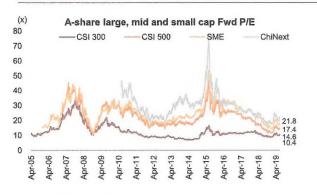
Figure 70: The correlation of daily movements between major stock markets since 2009: A-share market was not closely correlated with overseas markets

	STOXX 50	Nikkei 225	S&P 500	Down Jones	C\$1300	Shanghai Comp	Shenzhen Comp	MSCI China	HSCEI	HSI	HXC
STOXX 50	1.00	9,30	0.62	0.62	0.09	0.10	0.08	0.22	0.22	0.23	0.50
Nikkei 225	0.30	1.00	0.38	0.38	0.26	0.27	0.23	0,46	0.46	0.50	0.15
S&P 500	0.62	0.38	1.00	0.97	0.12	0.14	0.12	0.30	0.30	0.33	0.71
Down Jones	0.62	0.38	0.97	1.00	0.12	0.13	0,11	0.29	0.29	0.32	0.66
CSI 300	0.09	0.26	0.12	0.12	1.00	0.98	0.86	0.58	0.58	0.52	0.33
Shanghai Comp	0.10	0.27	0.14	0.13	0.98	1.00	0.88	0.57	0.57	0.52	0.32
Shenzhen Comp	0.08	0.23	0.12	0.11	0.86	0.88	1.00	0.48	0.46	0.43	0,30
MSCI China	0.22	0.46	0.30	0.29	0.58	0.57	0.48	1.00	0.96	0.95	0.50
HSCEI	0.22	0.46	0.30	0.29	0.58	0.57	0.46	0.96	1.00	0.95	0.41
HSI	0.23	0.50	0.33	0.29	0.52	0.52	0.43	0.95	0.95	1.00	0.41
HXC	0.50	0.15	0.71	0,66	0.33	0.32	0,30	0.50	0.41	0.41	1.00

Source: Bloomberg, CICC Research



Figure 60: Small/mid-cap stocks' valuation dropped to a historic low



Source: Go-Goal, CICC Research

Figure 62: The turnover concentration of A-shares has been rising since 2017...



Source: Wind Info, CICC Research

Figure 64: Turnover ratio of individual investors in the South Korean stock market began to fall in the late 1990s

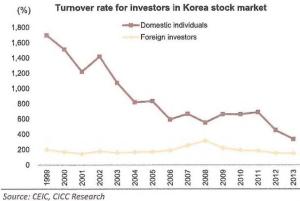
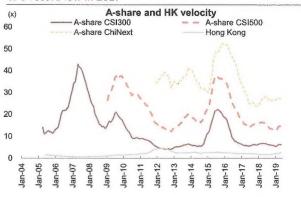
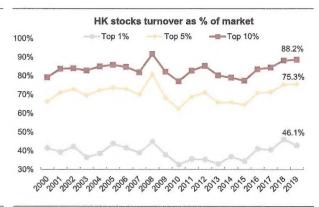


Figure 61: Small/mid-cap A-shares' turnover ratio dropped to a record low in 2017



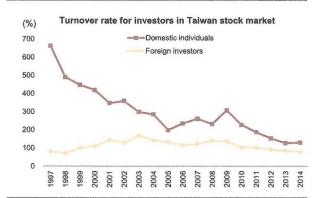
Source: Go-Goal, CICC Research

Figure 63: ...but remains below that of H-shares



Source: Wind Info, CICC Research

Figure 65: Turnover ratio of individual investors in the Taiwanese stock market began to fall in the late 1990s



Source: CEIC, CICC Research



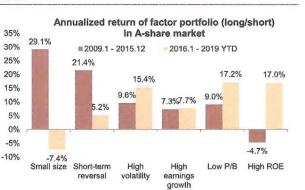
20%

15%

10% 5%

0%

Figure 56: Value factors such as large cap, low valuation and high profitability have outperformed more significantly since



Source: Wind Info, CICC Research

Figure 58: Since 2016, small/mid-cap stocks' valuation premium over large-cap ones has narrowed to a record low



Source: Go-Goal, CICC Research

Figure 57: A-shares with high foreign shareholding ratios have significantly outperformed the market



Source: Wind Info, CICC Research

Figure 59: Even considering the higher growth expectation of small/mid-cap stocks, the PEG premium of small/mid-cap stocks over large-cap ones has also narrowed, and even turned into a discount



Source: Go-Goal, CICC Research; Note: Given that investors become less likely to overestimate growth of small/mid-cap stocks over the past two years, PEG ratios of small/mid-cap stocks are higher than historical averages.



market. In the long term, A-shares with high foreign shareholding ratios have significantly outperformed the market. Such stocks have delivered an annualized return of 18.3% since 2003 and 21.0% since 2013, outperforming the CSI 300 by 8ppt and 14ppt.

- 2 ) Narrowing valuation premium of small/mid-cap stocks: In addition to higher growth expectation, good liquidity of small/mid-cap stocks resulting from individual investors' active trading was another source of their valuation premium<sup>1</sup>. The valuation premium of small/mid-cap stocks over large-cap ones has dropped to a historical low. We expect this premium to continue to narrow in the long term as the proportion of institutional and overseas investors expand in the A-share market.
- 3 ) A potential rise in the correlation between A-shares and overseas markets: Historically the movement of the A-share market was relatively independent of that of overseas markets. The correlation between the daily movement of the SHCOMP and the previous day's movement of the S&P 500 was only 0.14 since 2009, lower than Nikkei's 0.38 and HSI's 0.33. While this may be related to differences in economic fundamentals between China and the US, the A-share market's relatively closed liquidity condition is also a reason. As China further opens the A-share market, the correlation between A-shares and overseas markets may rise.

Figure 54: Large-cap stocks have outperformed small-caps for 3.5 years since end-2015, longest outperformance in history



Source: Wind Info, CICC Research

Figure 55: Large-cap and small-cap stocks have been diverging since 2016



Source: Wind Info, CICC Research

Why such a high valuation? A-share small/mid-caps research #1 published on August 20, 2013, https://research.cicc.com/document/detail?id=48221



# How the changing investor structure will reshape China's A-share market?

### Why do we examine the investor structure issue now? Messages from the anomalies

We have noticed some new phenomena in the A-share market in recent years: 1) value factors have begun to outperform; 2) large-cap stocks have outperformed small/mid-cap ones; 3) small/mid-cap stocks' valuation premium over large-cap ones have been narrowing; and 4) small/mid-cap stocks' turnover has been shrinking. We attribute these phenomena to the falling proportion of individual investors and the expanding proportion of institutional and overseas investors in the A-share market.

- 1 ) Greater influence of value factors: Our quantitative analysis shows that the main factors accounting for excess returns changed around 2016. Before 2016, speculation related factors were the main factors accounting for excess returns, and fundamentals related factors were not important. In recent years, however, fundamentals related factors such as ROE, earnings growth and valuation have become the main factors accounting for excess returns, while the importance of speculation related factors has been greatly reduced.
- 2 ) Outperformance of large-cap blue-chip stocks: Historically, small-cap and large-cap stocks in the A-share market often outperformed by turns. Small-cap stocks have outperformed large-cap ones for most of the time since 2009. Large-cap stocks outperformed small-cap ones from end-2010 to end-2012, the longest outperformance of large-cap stocks before 2015. Since end-2015, large-cap stocks have outperformed small-cap ones for 3.5 years (despite some brief outperformance of small-cap stocks during the period), the longest outperformance of large-cap stocks in history.
- 3 ) Narrowing valuation premium of small/mid-cap stocks: In the A-share market, small/mid-cap stocks (represented by the ChiNext board) have long enjoyed a valuation premium over large-cap ones. The valuation premium of the ChiNext board over the CSI 300 peaked at 400% in 2014. However, since 2016, small/mid-cap stocks' valuation premium over large-cap ones has narrowed to a record low. Even considering the higher growth expectation of small/mid-cap stocks, the PEG premium of small/mid-cap stocks over large-cap ones has also narrowed, and even turned into a discount.
- 4 ) Leading stocks' turnover proportion rising and small/mid-cap stocks' liquidity shrinking: The top 1% of A-shares by turnover accounted for 15% of market turnover in 2018, the highest since 2009; the bottom 30% of A-shares by turnover accounted for 6% of market turnover, the lowest since 2009. The turnover concentration decreased slightly but remained high in 2019.

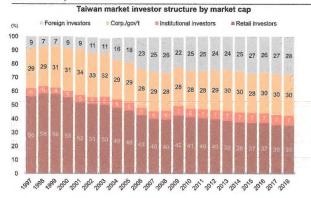
## Investment implications of the expanding proportion of institutional and overseas investors in the A-share market

The internationalization of the South Korean and Taiwanese markets was also accompanied by a decline in the proportion of individual investors and an increase in the proportion of institutional and foreign investors. We believe the increase in the proportion of institutional and foreign investors in the A-share market will be a long-term trend. Against this backdrop, we suggest investors pay attention to the following investment themes:

1 ) Investment opportunities in high-quality blue-chip stocks: We expect overseas investors and other value investors to be important sources of incremental money in the A-share

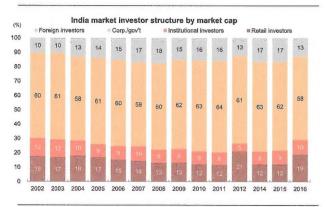


Figure 50: Shareholding proportion of foreign investors in the Taiwanese market has increased from less than 10% (in late 1990s) to about 28%



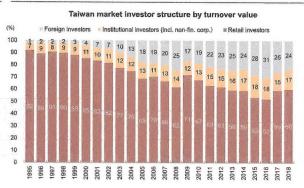
Source: CEIC, CICC Research

Figure 52: Shareholding proportion of foreign investors in the Indian market is about 13%



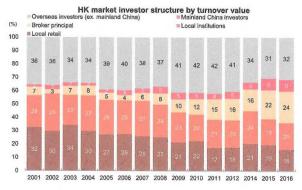
Source: NSE, CICC Research

Figure 51: Trading proportion of foreign investors in the Taiwanese market has increased from 1% (in late 1990s) to 20-30%



Source: CEIC, CICC Research

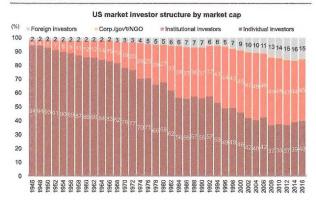
Figure 53: Trading proportion of overseas investors (excl. mainland investors) in the Hong Kong market is about 30% and that of mainland investors has increased to about 10%



Source: HKEx, CICC Research



Figure 44: Shareholding proportion of individual investors in the US market is about 40% and that of institutional investors is about 45%



Source: US Federal Reserve, CICC Research

Figure 46: Shareholding proportion of overseas investors in the Japanese market has increased from 5% (in 1980s) to 30%

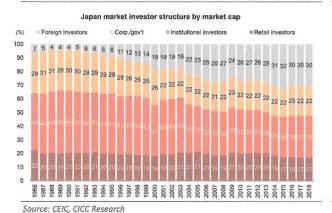
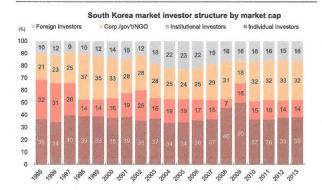


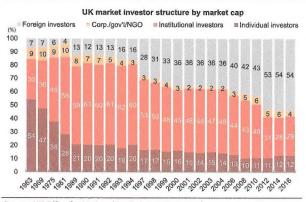
Figure 48: Shareholding proportion of foreign investors in the South Korean market has increased from 10% (in 1990s)



Source: CEIC, CICC Research

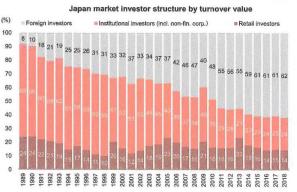
to about 16%

Figure 45: Shareholding proportion of overseas investors in the UK market is about 54% and that of individual investors is only 12%



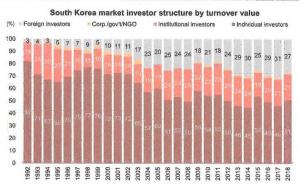
Source: UK Office for National Statistics, CICC Research

Figure 47: Trading proportion of overseas investors in the Japanese market has increased from 10% (in 1980s) to over 60%



Source: CEIC, CICC Research

Figure 49: Trading proportion of foreign investors in the South Korean market has increased from 3% (in 1990s) to about 30%



Source: CEIC, CICC Research



Figure 38: Shareholding proportion of foreign investors in major markets is increasing amid financial globalization



Source: US Federal Reserve, UK Office for National Statistics, NSE, SSE, CEIC, Wind Info, CICC Research

Figure 40: Shareholding proportion of individual investors in major markets is declining in the long term



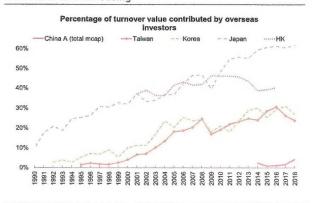
Source: US Federal Reserve, UK Office for National Statistics, NSE, SSE, CEIC, Wind Info, CICC Research

Figure 42: Shareholding proportion of institutional investors in the A-share market is increasing and at a medium level among major markets



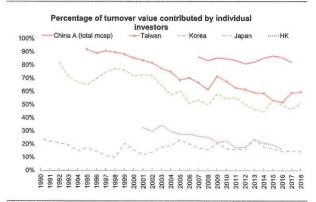
Source: US Federal Reserve, UK Office for National Statistics, NSE, SSE, CEIC, Wind Info, CICC Research

Figure 39: Trading proportion of foreign investors in major markets is also increasing



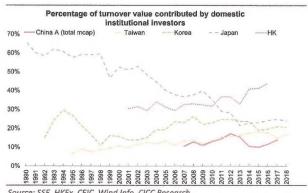
Source: SSE, HKEx, CEIC, Wind Info, CICC Research

Figure 41: Trading proportion of individual investors in major markets is also declining



Source: SSE, HKEx, CEIC, Wind Info, CICC Research

Figure 43: Trading proportion of institutional investors in the A-share market is still low



Source: SSE, HKEx, CEIC, Wind Info, CICC Research



Figure 35: A-shares are the world's second largest stock market by market cap

#	Exchanges	Exchange mkt cap (US\$bn)	2019E GDP (US\$bn)	Mkt cap to GDP	Number of listcos	YTD Average Daily Turnover (US\$mn)	Annualized velocity	holding period (months)
1	US	33,681	21,345	158%	5,409	122,570	91%	13.2
2	Mainland China	7,574	14,217	53%	3,639	95,403	315%	3.8
3	Japan	5,444	5,176	105%	3,666	20,886	96%	12.5
5	Euronext	4,129	4,207	98%	1,241	7,637	46%	26.0
4	HKEx	3,958	382	1037%	2,365	8,107	51%	23.4
6	UK	3,759	2,829	133%	2,445	7,972	53%	22.6
7	Canada	2,234	1,739	128%	3,407	6,003	67%	17.9
8	India	2,192	2,972	74%	1,942	4,670	53%	22.5
9	Germany	1,872	3,964	47%	518	6,220	83%	14.4
10	Switzerland	1,605	708	227%	273	3,542	55%	21.8
12	Australia	1,400	1,417	99%	2,122	3,324	59%	20.2
11	S.Korea	1,341	1,657	81%	2,217	7,999	149%	8.0
13	Taiwan, China	1,102	601	183%	1,723	3,987	90%	13.3
15	Brazil	981	1,960	50%	333	4,079	104%	11.5
14	South Africa	899	371	242%	349	1,298	36%	33.2
16	Spain	747	1,429	52%	2,949	2,056	69%	17.4
17	Singapore	691	373	185%	739	759	27%	43.7
18	Russia	671	1,610	42%	223	600	22%	53.6

Source: WFE, IMF, CICC Research. Note: data as of Jan. - May 2019.

Figure 36: Compared with major overseas markets, the A-share market has a higher shareholding proportion of individual investors and a lower proportion of foreign investors

Figure 37: Compared with major overseas markets, the A-share market has a higher trading proportion of individual investors and a lower proportion of foreign investors



(%) Global stock markets investor turnover structures 100% Corp./gov't 90% 27% 80% 40% 70% 62% Foreign investors 60% 50% 40% Institutional 30% 20% 10% ■ Retail investors China A (total Taiwan, mcap) (2018) China (2018) Korea (2018) Japan (2018) HK (2016)

Source: US Federal Reserve, UK Office for National Statistics, NSE, SSE, CEIC, Wind Info. CICC Research

Source: SSE, HKEx, CEIC, Wind Info, CICC Research



International comparison: How much room is there for the proportion of institutional investors and foreign investors in the A-share market to increase?

Compared with overseas markets, the A-share market has a higher proportion of individual investors and a lower proportion of foreign investors

Compared with other major markets, the A-share market has the following characteristics in terms of investor structure:

- 1) A high shareholding proportion of individual investors: We estimate individual investors held 21% of total market cap of A-shares and 53% of free-float market cap in 2018. According to data from the SSE, individual investors accounted for 86% of A-share market turnover in 2017. Individual investors in the A-share market hold a slightly higher proportion of free-float market cap than those in the markets of the US, South Korea and Taiwan, and account for a much higher proportion of market turnover than those in developed markets.
- 2 ) A low shareholding proportion of foreign investors: Foreign investors held 3% of total market cap of A-shares and 6% of free-float market cap as of end-2018, versus over 10% in the markets of the US, South Korea, Taiwan and Japan. Foreign investors accounted for about 4% of A-share market turnover, versus over 20% in the markets of Taiwan, South Korea, Japan and Hong Kong.
- 3 ) The shareholding proportion of institutional investors at a medium level: Domestic institutional investors held 16% of total market cap of A-shares and 41% of free-float market cap in 2018, lower than in developed markets such as the US, the UK and Japan but higher than in emerging markets such as South Korea, Taiwan and India. Domestic institutional investors accounted for about 14% of A-share market turnover, slightly lower than in the markets of South Korea and Taiwan due to the high proportion of individual investors in A-share market turnover.

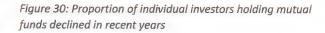
We expect foreign investors to become the largest category of institutional investors in the A-share market, and the proportion of institutional investors to continue expanding

We expect foreign investors' shareholding and trading proportion in the A-share market to reach 10% or more in 3-5 years. With the accelerated opening of the A-share market in recent years, MSCI included A-shares into its indexes in 2018. The net inflow of overseas funds into the A-share market through Stock Connect programs reached Rmb293.9bn in 2018, a record high. The net inflow of overseas funds through Stock Connect programs was Rmb96.4bn in 1H19 and we expect a further net inflow of about Rmb200bn in 2H19. In the long term, we expect foreign capital to continue flowing into A-shares at an average annual rate of more than Rmb300bn. Judging from the experience of the South Korean and Taiwanese markets, we think foreign investors' trading and free-float shareholding proportion in the A-share market may reach 10% or more in 3-5 years, and they may overtake mutual funds and privately offered funds to become the largest category of institutional investors in the A-share market.

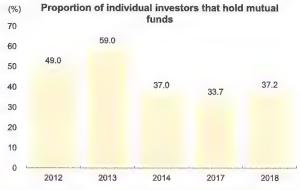
We expect the shareholding proportion of institutional investors to continue expanding. We estimate the proportion of total market cap of A-shares held by institutional investors has increased from 11% in 2014 to 19% in 2018, and the proportion of free-float market cap held by institutional investors has increased from 28% in 2014 to 48% in 2018. Judging from the experience of the South Korean and Taiwanese markets, we think institutional investors' shareholding and trading proportion in the A-share market will continue to increase in the long term, as individual investors' proportion declines.



Figure 29: Individual investors' forecast of market performance in the next year differed significantly from the actual performance in 2017 and 2018, but was relatively consistent with the actual performance in 2015 and 2016







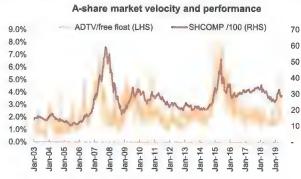
Source: SZSE, CICC Research

Source: SZSE, CICC Research

Figure 31: New individual investors were an important driver of market gains in 2015

Figure 32: Rise of the market was often accompanied by a large increase in market turnover ratio



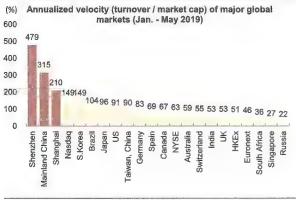


Source: Wind Info, CICC Research

Source: Wind Info, CICC Research

Figure 33: A-share market has the highest turnover ratio in the world, especially the market in Shenzhen

Figure 34: The average shareholding period of A-share investors is much shorter than in other major markets





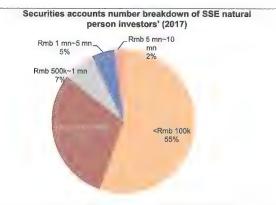
Source: WFE, CICC Research

Source: WFE, CICC Research



4 ) A low proportion of stocks in household liquid assets: According to a survey by the SZSE, the proportion of stocks in individual investors' household liquid assets fell from 29.0% in 2015 to 25.6% in 2018, the lowest since records began in 2011.

Figure 19: More than half of A-share individual investors had shareholdings of less than Rmb100,000



Source: SSE, CICC Research

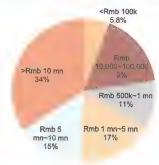
Figure 21: Proportion of individual investors under 30 years old continued to increase

Age distribution of SSE natural person investors ■ Below 30 ■ 40-50 30-40 50-60 (mn) Above 60 Below 30% (RHS) 160 39% 37% 36% 140 37% 120 35% 33% 100 32% 33% 31% 80 31% 60 28% 29% 40 27% 20 25% 2004

Source: SSE, CICC Research

Figure 20: 66% of the market cap held by individual investors was held by large individual investors with shareholdings of more than Rmb1mn

Breakdown of est. A-share free float market cap held by SSE natural person investors' securites accounts



Source: SSE, CICC Research

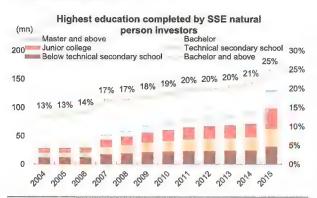
Figure 22: Male investors accounted for a majority of individual investors



Source: SSE, CICC Research

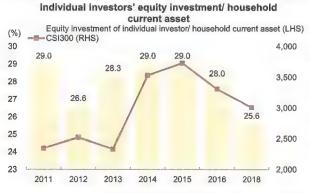


Figure 23: Proportion of individual investors with a bachelor's degree or above was only about 25% despite continuing to increase



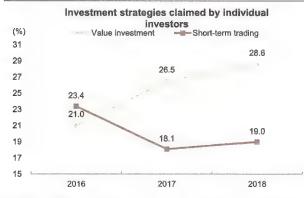
Source: SSE, CICC Research

Figure 25: Proportion of stocks in individual investors' household liquid assets fell to about 26% in recent years



Source: SZSE, CICC Research

Figure 27: Proportion of individual investors choosing value investment strategies began to exceed that of investors choosing short-term speculation strategies in recent years



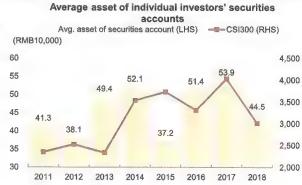
Source: SZSE, CICC Research

Figure 24: Individual investors' knowledge level improved markedly in recent years



Source: SZSE, CICC Research

Figure 26: The average asset value in individual investors' securities accounts was Rmb350,000-550,000



Source: SZSE, CICC Research

Figure 28: Individual investors on average traded 6-8 times a month



Source: SZSE, CICC Research



## The group of the 120mn individual investors is also changing

Portraying the group of 120mn individual investors: A large number of small investors, but shareholdings concentrated in the hands of large investors

Individual investors remain the largest category of investors in the A-share market despite a declining shareholding proportion, holding about 55% of free-float market cap and accounting for about 80% of market turnover. The A-share market has a much higher turnover ratio than other major markets, and historically the rise of the A-share market was often accompanied by large increases in the number of new investors and the market turnover. These characteristics may be related to the high proportion of individual investors in the A-share market. According to data from the SSE and the Shenzhen Stock Exchange (SZSE), individual investors in the A-share market have the following characteristics:

- A large number of small individual investors: According to data from the SSE, there were 130mn natural person investors in 2015, accounting for about 10% of the total population. 55% of individual investors had shareholdings of less than Rmb100,000 and 88% had shareholdings of less than Rmb500,000.
- 2 ) Shareholdings concentrated in the hands of large individual investors: According to data from the SSE, 66% of the market cap held by individual investors in 2017 was held by large individual investors with shareholdings of more than Rmb1mn, and 49% was held by large individual investors with shareholdings of more than Rmb5mn.
- 3 ) Frequent trading: According to data from the SSE, the annualized turnover ratio of natural person investors was 860% in 2017 and as high as 2,134% in 2015, four times that of institutional investors. According to a survey by the SZSE, individual investors on average traded 6-8 times a month.
- **4 )** Mainly less-educated, young and middle-aged investors: According to data from the SSE, 75% of individual investors in 2015 had education below a bachelor's degree and 88% of individual investors were under 50 years old.

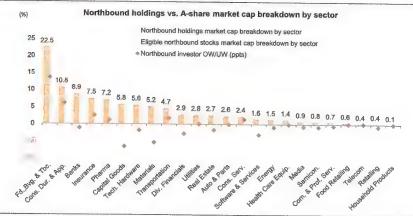
The group of individual investors also changing: An increasing proportion of young investors and rising popularity of value investment

While an increasing proportion of institutional and foreign investors is an important trend of A-share investor structure in recent years, the group of individual investors is also changing.

- An increasing proportion of young investors: According to data from the SSE, the proportion of individual investors under 30 years old increased from 28% in 2004 to 38% in 2015.
- 2 ) Rising popularity of value investment: According to a survey by the SZSE, the proportion of individual investors choosing value investment strategies has increased significantly since 2017, while the proportion of individual investors choosing short-term speculation strategies has declined significantly.
- 3 ) Better education and improving investment knowledge: According to data from the SSE, the proportion of individual investors with bachelor's degree or above increased from 13% in 2004 to 25% in 2015. According to a survey by the SZSE, the average knowledge test score of individual investors rose from 57.6 in 2014 to 71.1 in 2018.



Figure 14: Stock Connect northbound investors are overweight food & beverage, home appliance and insurance sectors and underweight capital goods, raw materials and software sectors



Note: Data as of June 27, 2019. Source: Wind Info, CICC Research

Figure 15: Stock Connect northbound investors are overweight A-shares with good growth prospects and 25-30x P/E valuation

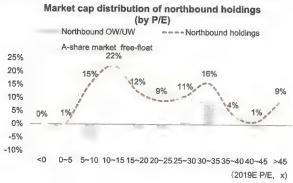
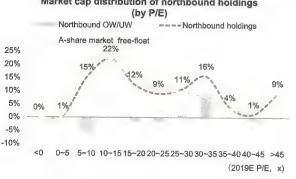


Figure 17: Stock Connect northbound investors are overweight large-cap A-shares and underweight small/mid-cap A-shares

Northbound OW/UW

20% share market free-float

14%



Market cap distribution of northbound

(by A-share market cap)

4% 6%

250-300

----Northbound holdings 22%

450-500

(A-share market cap, Rmb bn)

500

Source: Wind Info, CICC Research

40%

30%

20%

10%

0%

-10%

-20%

-30%

Figure 16: Stock Connect northbound investors are overweight high-dividend A-shares and underweight no-dividend A-shares

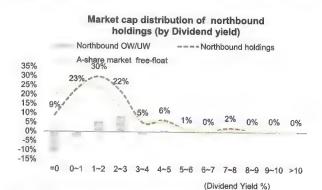
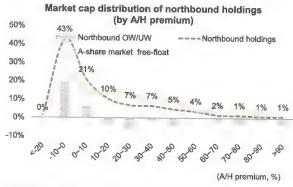


Figure 18: Stock Connect northbound investors are overweight A-shares of A/H dual-listed companies with a low A/H premium and underweight A-shares of A/H dual-listed companies with a high A/H premium



Source: Wind Info, CICC Research



Figure 11: Shareholdings of privately offered funds have grown rapidly since 2015

Figure 12: Shareholding proportion of mutual funds rebounded in 2017-2018

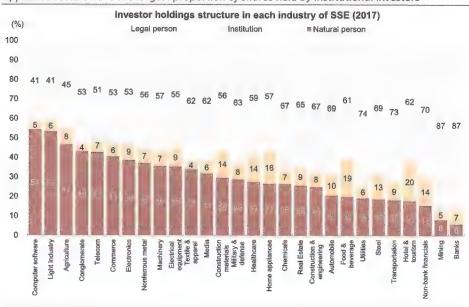




Note: Including special accounts and excluding accounts of insurers, social security funds and annuities.

Source: Asset Management Association of China, Wind Info, CICC Research

Figure 13: Computer, light industry and agriculture sectors have the largest proportion of shares held by individual investors, while restaurant & tourism, food & beverage and home appliance sectors have the largest proportion of shares held by institutional investors



Source: SSE, CICC Research



Figure 5: Individual investors account for more than 80% of market turnover and institutional investors account for only about 15%

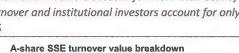
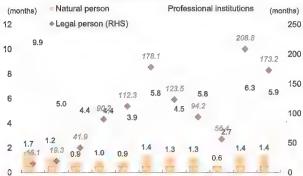


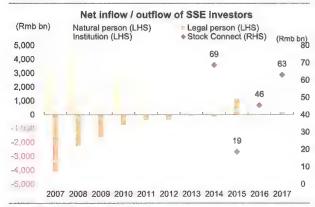


Figure 7: The average shareholding period of individual investors is 1-2 months, 1/4 that of institutional investors

#### A-share SSE average holding period (12 months \*market cap / turnover value)



2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 Figure 9: There was a net outflow of Individual investors' money for 3 consecutive years in 2015-2017 but a net inflow of foreign investors' money for 4 consecutive years in 2014-2017



Source: SSE, CICC Research

Figure 6: Annualized turnover ratio of individual investors is about 4 times that of institutional investors



Figure 8: Foreign investors were the only category of investors that made a profit in all the 4 years of 2014-2017

Annual P&L of SSE investors

#### Natural person (LHS) Legal person (LHS) (Rmb bn) ◆ Stock Connect (RHS) Institution (LHS)

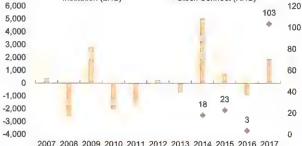


Figure 10: Shareholding proportion of foreign investors has increased significantly since 2017



Source: CSRC, PBoC, Wind Info, CICC Research

(Rmb bn)

6,000



and annuities) are the largest categories of domestic institutional investors by shareholding proportion, holding about 9.2%, 9.0% and 6.3% of free-float market cap. Foreign investors hold about 6.7% of free-float market cap through QFII and Stock Connect programs, and are the third largest category of institutional investors behind privately offered funds and insurers.

- 3 ) Foreign investors and privately offered funds are the most important sources of incremental capital since 2015. According to data from the Asset Management Association of China, the assets under management of privately offered securities funds have increased rapidly from about Rmb850bn at the beginning of 2015 to Rmb2.3trn in May 2019, nearly tripling during the period. We estimate the proportion of free-float market cap of A-shares held by privately offered funds has increased to 7.7% in May 2019 from 4.0% at the beginning of 2015. According to data from the People's Bank of China, we estimate the proportion of free-float market cap of A-shares held by foreign investors has increased to 7.4% in March 2019 from 4.2% at the beginning of 2015.
- 4) Shareholding preferences of different categories of investors: According to data from the SSE, the computer, light industry, and agriculture sectors have the largest proportion of shares held by individual investors, while the restaurant & tourism, food & beverage, and home appliance sectors have the largest proportion of shares held by institutional investors. According to the Stock Connect shareholding data released by exchanges, foreign investors are overweight the food & beverage, home appliance, and insurance sectors and underweight the capital goods, raw materials, and software sectors. Foreign investors favor large-cap blue-chip stocks with good growth prospects and a P/E valuation of 25-30x.

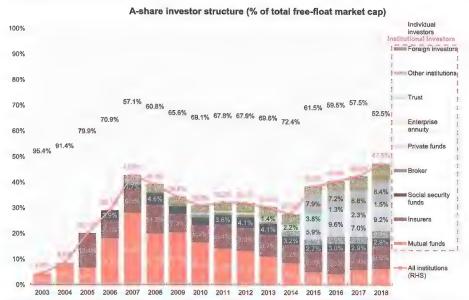
Figure 1: Estimated A-share investor structure (total market cap)



Note: Mutual funds include special accounts and exclude accounts of insurers, social security funds and annuities. Trust investment does not include investment by privately offered funds through trusts. Brokers include proprietary trading and sources Corporate files.

Source: Corporate filings, SSE, Asset Management Association of China, CBIRC, National Council for Social Security Fund, Securities Association of China, Ministry of Human Resources and Social Security, PBoC, CSRC, Wind Info, CICC Research

Figure 2: Estimated A-share investor structure (free-float market cap)



Note: Mutual funds include special accounts and exclude accounts of insurers, social security funds and annuities. Trust investment does not include investment by privately offered funds through trusts. Brokers include proprietary trading and active asset management.

Source: Corporate filings, SSE, Asset Management Association of China, CBIRC, National Council for Social Security Fund, Securities Association of China, Ministry of Human Resources and Social Security, PBoC, CSRC, Wind Info, CICC Research

Figure 3: According to SSE data, general legal persons hold the largest proportion of total market cap among different categories of investors





Source: SSE, CICC Research



Source: SSE, CICC Research



# A-share investor structure is changing: A falling role of individual investors

#### Top-down estimation of A-share investor structure

**Top-down estimation method**: At present, the estimates of A-share investor structure in the market are mainly based on the data released by the Shanghai Stock Exchange (SSE) in its yearbook and the "top ten tradable shareholders" information disclosed by listed companies. However, the SSE statistics only cover the market in Shanghai and only divide investors into four categories: natural persons, professional institutions, general legal persons, and foreign investors. The coverage of the "top ten tradable shareholders" information is also limited. Therefore, we introduce a top-down estimation method in a bid to provide a more accurate and detailed picture of A-share investor structure. Specifically, we count the shareholdings disclosed by large shareholders, funds, insurers, and foreign investors, and subtract the shareholdings of these main categories of investors to derive the estimated shareholdings of individual investors.

Shareholding structure of total market cap and free-float market cap: We calculate the investor structure of both total market cap and free-float market cap. Total market cap does not include shares listed outside the A-share market (e.g. H-shares and B-shares) and includes non-tradable shares. In addition, since large shareholders and related parties (including strategic investors and corporate executives) usually have lower trading frequency and less impact on market prices, we also calculate the investor structure of free-float market cap that excludes large shareholders and related parties.

Factors affecting the accuracy of estimates: It is worth noting that the shareholdings of individual investors in early years may be overestimated to some extent due to less disclosure of data on the shareholdings of institutional investors in early years (especially before 2008). Although the availability of data may affect the accuracy of our estimates, we have considered double counting in different channels (such as the shareholdings of insurers and social security funds through mutual funds), and made reasonable assumptions and estimates on the missing data.

The shareholding proportion of individual investors has declined significantly and the proportion of institutional investors and foreign investors is increasing

Having analyzed the data on investor structure, we find that the A-share market is seeing a decline in the proportion of individual investors and a gradual increase in the proportion of institutional investors and foreign investors since 2015.

- 1) The shareholding proportion of individual investors has declined significantly. The proportion of total market cap of A-shares held by individual investors has decreased from 28% in 2014 to 21% in 2018, and the proportion of free-float market cap held by individual investors has decreased from 72% in 2014 to 53% in 2018. The proportion of free-float market cap held by individual investors was as high as 80-90% before 2008. Although data from the SSE showed individual investors still accounted for more than 80% of market trading in 2017, their shareholding proportion has declined substantially.
- 2 ) The shareholding proportion of institutional investors has continued to increase. The proportion of total market cap of A-shares held by institutional investors has increased from 11% in 2014 to 19% in 2018, and the proportion of free-float market cap held by institutional investors has increased from 28% in 2014 to 48% in 2018. Privately offered funds, insurers, mutual funds (excluding shareholdings by insurers, social security funds).



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were the main factors accounting for excess returns, and fundamentals related factors were not important. In recent years, however, fundamentals related factors such as ROE, earnings growth and valuation have become the main factors accounting for excess returns, while the importance of speculation related factors has been greatly reduced.

- Outperformance of large-cap blue-chip stocks for a long time: Large-cap stocks have been outperforming small-caps for about three and a half years since end-2015, the longest period since 2005.
- 3) Narrowing valuation premium of small/mid-cap stocks: In the A-share market, small/mid-cap stocks (represented by the ChiNext board) have long enjoyed a valuation premium over large-caps. However, such valuation premium has narrowed to a record low since 2016, and the A-share market is approaching international markets in this regard.
- 4) Market trading increasingly concentrated in leading stocks: The top 1% of A-shares by turnover accounted for 15% of market turnover in 2018, the highest since 2009; the bottom 30% of A-shares by turnover accounted for 6% of market turnover, the lowest since 2009.

In our view, an important factor behind these trends is the expanding proportion of institutional and foreign investors in recent years, in addition to China's economic restructuring and investors' preference for consumer and other "new economy" sectors.

International comparison indicates that there is still room for the shareholding proportion of foreign and institutional investors in the A-share market to increase. Individual investors in the A-share market still account for a much higher proportion of free-float market cap market turnover than those in developed markets. Foreign investors hold 3% of total market cap of A-shares and 6% of free-float market cap. The shareholding proportion of foreign investors in the A-share market still has significant room for expansion, considering the over 10% proportion in the US, South Korea, Taiwan, and Japan markets. Judging from the experience of South Korea and Taiwan, the increase in the participation of overseas investors is often accompanied by a decline in the proportion of individual investors and an increase in the proportion of institutional and foreign investors. We believe the increase in the proportion of institutional and foreign investors in the A-share market will be a long-term trend. Foreign investors' trading and free-float shareholding proportion in the A-share market may reach 10% or more in the next 3-5 years, and they may become the largest category of institutional investors in the A-share market. The proportion of free-float market cap of A-shares held by institutional investors may expand further. We suggest investors pay attention to high-quality blue-chip industry leaders that benefit from China's consumption and industrial upgrading. In the long term, the valuation premium of small/mid-cap stocks may continue to narrow.



### **Thematic Strategy**

## Changing landscape of China A-share investor structure

The expanding proportion of institutional and foreign investors in the

A-share market and its impact on investor behavior and market performance

The proportion of institutional and foreign investors in the A-share market is increasing. Historically, the high proportion of individual investors in the A-share market led to active speculation and weak effectiveness. However, with the opening of the A-share market and the development of local institutional investors in recent years, the proportion of foreign investors and institutional investors in the A-share market is expanding, which has been changing the performance characteristics of A-shares. This merits close attention from all participants. We estimate the A-share shareholdings of the main categories of institutional investors (large shareholders, funds, insurers, and foreign investors) and individual investors based on various data sources. The results indicate:

- The shareholding proportion of individual investors has declined significantly. We estimate the proportion of total market cap of A-shares held by individual investors has decreased to 21% in 2018 from 28% in 2014, and the proportion of free-float market cap held by individual investors has decreased to 53% in 2018 from 72% in 2014. Judging from the shareholding structure, the role of individual investors in the A-share market has fallen significantly.
- 2) The shareholding proportion of institutional investors has continued to increase. The proportion of total market cap of A-shares held by institutional investors has increased to 19% in 2018 from 11% in 2014, and the proportion of free-float market cap held by institutional investors has increased to 48% in 2018 from 28% in 2014. Privately offered funds, insurers and mutual funds (excluding shareholdings by insurers, social security funds and annuities) are the largest categories of domestic institutional investors by shareholding proportion, holding about 9.2%, 9.0%, and 6.3% of free-float market cap. Foreign investors hold about 6.3% of free-float market cap through QFII and Stock Connect programs, and are the third largest category of institutional investors. Foreign investors and privately offered funds are the most important sources of incremental capital since 2015.

The expanding proportion of institutional and foreign investors in the A-share market have an impact on investor behavior and market performance. The A-share market has exhibited the following notable trends in recent years:

 Greater influence of fundamentals related factors: Our quantitative analysis shows that the main factors accounting for excess returns changed around 2016. Formerly, speculation related factors...

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